

Advantages of TCAP

- Entrepreneurs can access ISU's unique technical resources and intellectual property that can lead to development of very innovative products.
- Cost-sharing funds can make initial prototype development more cost-effective.
- Tying proof-of-concept and prototype development with customer feedback and market research helps to focus development on product features that customers want.
- TCAP is part of an Iowa network for supporting entrepreneurs and improves access to other business resources.
- TCAP projects help companies also focus on business planning, forming strategic relationships and raising investment capital.

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ASSISTING IOWA ENTREPRENEURS



COMMERCIALIZING TECHNOLOGY-BASED PRODUCTS

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TCAP: A Tool for Entrepreneurs Developing Tech-Based Products

The Technology Commercialization Acceleration Program, or TCAP, was created by the Iowa Department of Economic Development and Iowa State University to help Iowa entrepreneurs start and grow technology-based companies.

TCAP is aimed at Iowa business start-ups and early-stage companies that intend to commercialize tech-based products and need assistance in technology development.

ISU's Institute for Physical Research and Technology and the ISU Research Park administer the TCAP program. They work with entrepreneurs to determine the focus and scope of the project and in accessing appropriate faculty and other resources.

A TCAP project consists of a research plan, budget, deliverables and timeline. The company defines the scope of work with input from ISU staff experienced in commercializing new technologies. The source of the technology can be the company or ISU intellectual property.

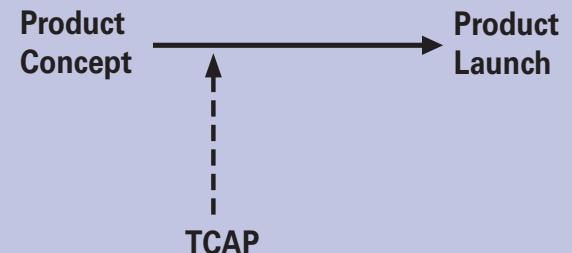


Together, the entrepreneur and ISU researcher or staff work on the project. Each TCAP project typically consists of one or more of these elements:

- Performing proof-of-concept and prototype development for a product or technology application.
- Evaluating customer demand and market conditions for new tech-based products.
- Developing and implementing overall commercialization strategies.
- Setting intellectual property strategies.

Cost-sharing funds are available for TCAP projects and are used to match company money to support the ISU research (personnel, materials, equipment use, etc). TCAP funds are targeted to fund 50 percent of the ISU project costs.

TCAP's Role in Tech Commercialization



TCAP targets early-stages of product development and focuses on two areas:

1. Accessing university technical assistance for proof-of-concept and early-stage prototypes.
2. Bringing in customer feedback and market research to help guide technical development.

By performing technical development in tandem with customer feedback and market research, companies can focus more directly on products that meet the needs & wants of potential customers. This helps entrepreneurs and early-stage companies better focus on and implement the next development steps and accelerates the overall process.